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PATENT APPLICATION TRANSMITTAL LETTER

TO THE ASSISTANT COMMISSIONER OF PATENTS:

Transmitted herewith for filing is the patent application identified as follows:

Inventors: Scott R. Swix, et al.

Title: ADVERTISING AND CONTENT MANAGEMENT SYSTEMS AND METHODS

Enclosed are:

Twenty-One (21) Sheets of Specification, including Claims and Abstract

Three (3) Sheets of Formal Drawings (Figures 1-3)

Declaration

Recordation Form Cover Sheet

Assignment

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Nonpublication Request Under 35 U.S.C. 122(b)(2)(B)(i)

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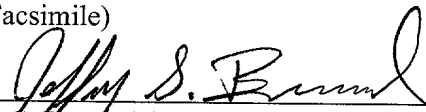
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CLAIMS AS FILED				
	Number Filed/Paid For	Number Extra	Rate	Fee
BASIC FEE			\$740	\$740
TOTAL CLAIMS	20/20	0	\$ 18	\$ 0
INDEPENDENT CLAIMS	3/3	0	\$ 84	\$ 0
MULTIPLE DEPENDENT CLAIM PRESENT - NO			\$280	\$ 0
FEE TOTAL				\$740

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Dated: December 14, 2001


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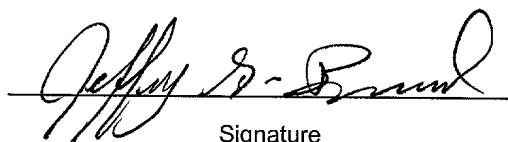
**NONPUBLICATION REQUEST
UNDER
35 U.S.C. 122(b)(2)(B)(i)**

First Named Inventor	Scott R. Swix
Title	ADVERTISING AND CONTENT MANAGEMENT SYSTEMS AND METHODS
Atty Docket Number	36968.265393 (BS01377)

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. 122(b).

December 14, 2001

Date


Signature

Jeffrey S. Bernard

Typed or printed name

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

Burden Hour Statement: This collection of information is required by 37 CFR 1.213(a). The information is used by the public to request that an application not be published under 35 U.S.C. 122(b) (and the PTO to process that request). Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This form is estimated to take 6 minutes to complete. This time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

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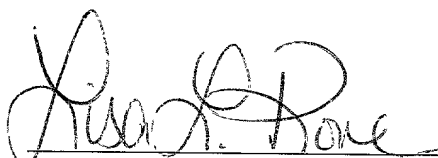
Type of Document(s) :

- Patent Application Transmittal Letter (1 page)
- Specification (21 pages)
- Drawings (3 sheets)
- Declaration – (3 pages)
- Recordation Form Cover Sheet – (1 page)
- Assignment – (4 pages)
- Check for Utility Filing Fee: \$740.00
- Check for Recordation Fee: \$40.00
- Nonpublication Request Under 35 U.S.C. 122(b)(2)(B)(i) – (1 page)
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Serial No. : Unassigned

Filing Date : December 14, 2001

I hereby certify that the documents identified above are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to: Assistant Commissioner for Patents, Box Patent Application, Washington, D.C. 20231.



Lisa L. Rone